



## Massive Open Online Courses (MOOC) Entrepreneurship 2: Launching your Start-Up



**Wharton Business School is one of the top three business schools in the World. The Entrepreneurship series will teach entrepreneurs the tools to become successful and is available to you for free.**

**About this Course:** The course is designed to provide you with a comprehensive overview of the critical components of a creating a start-up, Entrepreneurship 2: Launching the Start-up, provides practical, real-world knowledge about the lean approach, the minimum viable product, when to pivot, when to quit your day job, the art of the pitch, building and managing a team, allocating equity, and building your external team, advisory board members, professional services, and entrepreneurial strategy. **At the end of this course, you'll be able to create a strategy for launch, including knowing who you need to hire, how to manage them to provide the greatest value, and what legal aspects are involved.**

### 3 STEPS TO JOIN OUR MOOC:



Register for the online course  
<https://www.coursera.org/learn/wharton-launching-startup>

Facilitators: Nikki Nguyen,  
Director of IPCOMS, specializing  
in Communications and Tele-  
communications services.

A certificate from the U.S. Embassy will be provided to students who completed the MOOC and join the facilitated discussions.



### Register for discussions (required):

<https://goo.gl/RHqHxM>

Introduction Session: March 17 (3:00 - 4:30) at the American Center,  
@170 Ngoc Khanh, Hanoi

Session 1 - 4: March 24, 31; April 7, 14 (5:00 - 7:00) at Vietnam Silicon Valley  
@24 Ly Thuong Kiet, Hanoi

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### To Make the Most of Your MOOC:

Plan your TIME and ENERGY.

Take full advantage of the discussions to stay MOTIVATED.

**Free of charge, open to everyone from everywhere!!!**